

**Title:** The Guatemalan Coup of 1954 and the Impact of American Business Interests on the CIA  
**Presenter:** Chloe Patterson, Saddleback College  
**Mentor:** Jed Mularski

Guatemala's Revolution of 1944 removed pro-American dictator Jorge Ubico and elected Juan José Arevalo to the presidency, where he, and the president following him, Jacobo Arbenz, implemented reforms that targeted excessive capitalism and US influence within Guatemala. In response the CIA helped facilitate a 1954 coup in which Arbenz was overthrown and replaced with a repressive US-sympathetic Dictator. Stephen Schlesinger and Stephen Kinzer have argued that CIA intervention in Guatemala was done on behalf of United Fruit to protect American economic interests, while historians Nicholas Cullather and Piero Gleijeses have argued that CIA's motivation to act in Guatemala was in response to the perceived communist threat that the leadership of Arevalo and Arbenz posed. This paper explores the connection between American business interests present in Guatemala, in particular those of the United Fruit Company, and the CIA's Guatemalan Coup of 1954 in three parts: the public relations initiative by United Fruit to convince the public of a communist threat in Guatemala, the execution of direct action of the CIA in Guatemala in Operation PBFortune, the Samala Revolt, and Operation PBSuccess, and the reestablishment of a dictatorship in Guatemala after the coup. Through this exploration, this paper asserts that an intersection of these two theories most accurately characterizes events in Guatemala by arguing that while both the US government and American businesses were motivated by anti-communist sentiments, the United States government was motivated by a political fear of communism while American businesses were motivated by an economic fear of communism.

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